

SMEs' Entrepreneur View of Accounting Office Selection in Phuket

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Abstract— The research aimed to investigate the perceptions of SME entrepreneurs related to the components of accounting service provider in Phuket. The samples were 400 SME entrepreneurs in Phuket. The questionnaires were used as a research tool. Descriptive statistics were used for data analysis. Our findings concluded that in the overall, all components of accounting service provider were evaluated in the most important level. The customer response was the most important component, followed by accounting knowledge component and business process component, respectively. Moreover, the ineffectiveness of accounting and tax advisory was the most important problem, followed by incomplete accounting service problem.

Index Terms— accounting office, entrepreneurs, small and medium enterprise.

I. INTRODUCTION

At present, the government has a policy to support SMEs in all aspects, including employment matters. distribution of income to the community Restructuring of production to be efficient and promoting the distribution of SMEs throughout the country so that prosperity is not concentrated in the industrial area (Ponchida Nutsai, 2014) SMEs can be registered in many areas. type both in the form of a legal entity Limited company form and partnership model. In the premises of these SMEs it is necessary to provide financial reports for their business type, but since SMEs often have limited resources. Lack of readiness of personnel for accounting in SMEs. Hiring staff to work in accounting is difficult and pays high. In addition, entrepreneurs do not have much knowledge and understanding in preparing financial reports. Therefore, choosing a bookkeeping service office is an alternative for SMEs in order to make accounting preparations in accordance with the Bookkeeping Act. 2000 Accounting (Prueksa Kaewsan and Arut Kongrungchok, 2015). In addition, most of the accountants prefer to work in large, reputable and highly paid corporations. Small and medium-sized entrepreneurs are therefore unable to hire accountants that meet their needs. As a result, accounting services of accounting firms are continually popular and provide more convenience. because the accounting firm can also prepare financial statements accurately and in a timely manner, saving taxes and reducing the risk of being audited by the Revenue Department Choosing an

accounting firm that is qualified according to the Accounting Act B.E. 2543 makes accounting within the organization more orderly. Accounting firms can provide advice and advice on the preparation of accounts, accounting firms. The accounting office can be an agent to explain to the competent officials of the Revenue Department. and can reduce labor costs and welfare expenses (Napaporn Hongphakdi, 2011).

Accounting office is a business that can grow. And the number has increased greatly in many provinces. In addition to the government's support for SMEs business, new entrepreneurs have emerged and businesses need to have accountants to collect documents and submit taxes to various agencies. The accounting firm is therefore an alternative for New entrepreneurs (Panya Kaewcharoen, 2012) Phuket Province It is a province that has a relatively high economic growth rate. There are a large number of SMEs entrepreneurs in the Muang District. As such entrepreneurs tend to focus on the flexibility of doing business, therefore, they prefer to use the accounting firms listed in the Department of Business Development. (Department of Business Development 2019), usually hiring an accounting firm to prepare financial reports. In the last step, the accounting office will file a corporate tax return with the Area Revenue Branch Office and the Office of the Department of Business Development within the area. where the operator is located (Office of the Board of Investment, 2014). With the increasing popularity of accounting firm services, the number of accounting firms in Mueang District Phuket Province has a lot. and causing quite high competition and resulting in the accounting office in Muang District Phuket Province need to adjust and increase the competitiveness to meet the needs of SMEs entrepreneurs with more diverse needs from the above reasons, the research team was interested in studying the composition of the accounting firm. that small and medium enterprise entrepreneurs choose to use the service in Muang District Phuket Province The results of the research are expected to be beneficial to both accounting firms and small and medium enterprises who will be able to use information to develop their own businesses.

II. OBJECTIVE

The purpose of this study was to study the level of opinions of SMEs entrepreneurs towards the choice of composition of accounting firms in Phuket.

III. METHODOLOGY

The population of this research was SMEs entrepreneurs registered with the Department of Business Development and there are 20,346 establishments located in Muang District, Phuket Province (Department of Business Development Prefectural statistics, 2019) and then calculating the sample size with Taro Yamane's 95% confidence level ready-made tables, the minimum sample size was 400. Therefore, 400 sets of data were collected by a convenient sampling method.

This research was used to develop an appropriate tool, namely a questionnaire developed from the conceptual framework and literature review, consisting of 3 parts: Part 1 Personal characteristics of SME entrepreneurs, Part 2 Composition of accounting firms that entrepreneurs SMEs choose services, and part 3 problems, opinions and recommendations for using accounting firm services. The questionnaire examined the content validity test with 4 experts. It was done by finding the Index of Item-Objective Congruence (IOC) according to the methodology of Rovinelli and Hambleton. The results of the content validity assessment with IOC values of the entire questionnaire ranged between 0.75 - 1.0. All questions passed the specified criteria. The reliability test was performed with 30 sample representatives by analyzing the questionnaire's confidence. Using the Cronbach Alpha Coefficient formula, the Reliability Test found that all questions had a confidence coefficient greater than 0.7 and the Corrected Item-Total Correlation of each item. The question value is greater than 0.3 means that All questions passed the specified criteria.

IV. RESULTS

Opinions of SMEs entrepreneurs concerning the importance of 10 elements of the accounting firms that choose to use the service, namely: 1. Responsibilities of the accounting firm service provider 2. Ethical requirements for accounting firms 3. Processes related to accounting firm customers 4. Resource management of the accounting firm 5. Operation of the accounting firm 6. Monitoring and auditing of the accounting firm 7. Document management of the accounting firm 8. Service to meet the needs of customers. 9. Legal services and lawyers and 10. Knowledge and understanding of accounting science. There are detailed research results in each area as follows:

Most of the respondents gave the highest level of overall importance to the responsibility of the accounting firm service provider (average = 4.28). In order of priority from highest to lowest, it was found that the aspect should have knowledge and understanding of the key principles in the implementation of accounting standards, codes of conduct, customer requirements, relevant rules and regulations (average = 4.38) were the most important. The next aspect is that there should be evidence of monitoring and auditing of the accounting firm's internal operations in accordance with the prescribed policy guidelines (mean = 4.28), and the aspect should have written quality policy and announced

the said policy in a timely manner. Formal (mean = 4.27) are important, respectively.

Most of the respondents gave overall importance to the accounting firm ethics requirements. at the highest level (mean=4.30) and when considering each component of this factor by ordering in order of importance from most to least, it was found that the aspect should have the correct information disclosure. complete enough is present reflection Real pictures within the right time not concealing facts or misrepresenting material facts (mean=4.36) was the most important, followed by the aspect that should be direct, sincere, not deceitful, not deceitful, and work directly. In fact, it is true to the accounting profession (mean = 4.30) and that discretion should be exercised without bias and bias. (mean=4.25) respectively.

The majority of respondents gave the highest level of overall importance to the processes involved in accounting firm clients. (mean=4.36) and when considering each component of this factor by prioritizing from highest to lowest, it was found that the employment contract should be clearly organized. (Average = 4.51) was the most important, followed by the aspect that should be delivered and received documents from customers. (mean = 4.45) and should have the majority of respondents to focus on issuing proof of payment (mean=4.40), respectively.

Most respondents gave the highest level of importance. (mean=4.36) and when considering each component of this factor by prioritizing from highest to lowest, it was found that the aspect should have the knowledge and understanding of the personnel who will perform the task. (mean=4.37) The most important, followed by the aspect that should have qualifications of an accountant under the Accounting Act. (mean=4.36) The aspect should be maintained to be organized and organized. And there should be good awareness in relation to customer needs, relevant laws and regulations. (mean=4.33) respectively.

Most of the respondents gave overall importance to the operational aspects of the accounting firm. at the highest level (mean=4.27) and when considering each component of this factor in order of priority from highest to lowest, it was found that the aspect should be clearly explained to personnel about the objectives of additional training as necessary. (mean=4.40) was the most important, followed by the aspect that should be appointed and assigned to have someone to review the work and make improvements. before delivering the work to the customer (mean=4.38) and should have a manual for the bookkeeper's practice and the bookkeeper to follow the manual (mean=4.19), respectively.

Most of the respondents gave overall importance to the monitoring and auditing aspect of the accounting firm. at the highest level (mean=4.33) and when considering each component of this factor. By prioritizing from highest to lowest, it was found that the aspect should be analyzed to find the cause of the problem through monitoring, inspection and finding a solution. (mean = 4.43) was the most important, followed by the aspect that should have a process for receiving complaints from customers to analyze

the cause Fever treatment and reporting back to the customer (mean = 4.34) and should have a process of auditing operations in accordance with the accounting firm quality requirements (mean=4.23) respectively.

Most of the respondents gave overall importance to the document management aspect of the accounting firm. at the most level (mean=4.33) and when considering each component of this factor by prioritizing from highest to lowest, it was found that data should be stored in electronic media format. (mean=4.34) is the most important, followed by the aspect that should be kept and maintained accounting documents according to the Accounting Act B.E. 2543 (mean = 4.31), respectively.

The majority of respondents gave the highest overall level of service to customer needs (average=4.38), and when each component of this factor was considered, in order of priority from highest to lowest, it was found that the aspect should be consistent with the needs of the customer or service recipient (mean = 4.46) was the most important, followed by the aspect that the provider's behavior should be controlled. Service to provide service quality (average = 4.43) and aspects should have the ability to provide services to meet customer needs (average = 4.25), respectively.

The majority of respondents gave an overall focus to legal services and attorneys. at the highest level (mean = 4.21) and when considering each component of this factor in order of priority from highest to lowest, it was found that the accounting firm should provide tax advice (average = 4.26) was the most important, followed by the accounting firm should prepare legal documents (mean = 4.26). 4.21) and the accounting firm should memorize contracts for businesses, commerce, industry, financial institutions, insurance, etc. (average = 4.20), respectively.

The majority of respondents placed an overall emphasis on the cognitive aspect of accounting. at the highest level (mean=4.37) and when considering each component of this factor by prioritizing from highest to lowest, it was found that the aspect should have knowledge of accounting, finance and Other related topics (mean=4.47) was the most important, followed by knowledge about the Accounting Act. (Thai accounting law) (average = 4.33) and should have knowledge about accounting standards (mean=4.31), respectively.

Overall, SME entrepreneurs place the highest importance on the composition of the accounting firm in all aspects. Service emphasis was given to responding to customer needs first (average = 4.38), followed by knowledge of accounting science (mean = 4.37) and process. Related to accounting firm customers ranked third (average = 4.36), respectively.

V. CONCLUSION AND DISCUSSION

Overall, SME entrepreneurs place importance on the composition of the accounting firm in all aspects at the highest level. by giving importance to service in response to customer's needs first, followed by knowledge and understanding of accounting science is the second. and

processes related to accounting firm customers ranked third, respectively.

The results showed that in the overview, the composition of the accounting firms that SMEs entrepreneurs focus on are the top three, namely, services in response to customer needs. Knowledge and understanding of accounting science and processes related to accounting firm customers This is consistent with the results of a study by Supranee Hansachakri (2009), who has studied the factors affecting the satisfaction of the tax auditors' service users and found that the knowledge and abilities of the tax auditors Affects the satisfaction of the audit service of the tax auditor and the audit quality of the tax auditor It is also consistent with Jutamon Sitthipholvinichkul (2007) who has studied and compared important factors affecting the selection of a certified public accountant of a listed company. Separated by listed companies that choose audit firms in the Big Four firms and Non Big Four firms group, it was found that the communication and service factors Factors of competence and audit expertise It is a factor that is important in the top three because SMEs tend to expect a quick response. Accurate and accurate from the accounting firm for use in business operations and decisions. As a result, SMEs entrepreneurs expect knowledge and understanding of accounting science. and processes related to accounting firm customers This is an element that makes the accounting firm respond quickly as well.

In addition, it was found that the components Legal services and lawyers It is an element that SME entrepreneurs give the least importance. This is because SME entrepreneurs tend to have knowledge and understanding of the law in their existing businesses or often use legal consulting services from the office. More lawyers, therefore SMEs entrepreneurs do not pay much attention to this component in choosing an accounting firm as much as other elements.

VI. SUGGESTION

1. SMEs entrepreneurs place importance on the composition of the accounting firm in all aspects at the highest level. by giving importance to service in response to customer's needs first, followed by knowledge and understanding of accounting science is the second. and processes related to accounting firm customers are ranked third, respectively. Therefore, accounting firms should develop their competitiveness to have potential. with an emphasis on service in response to customer needs Knowledge and understanding of accounting science and processes related to accounting firm customers are important

2. When considering each element that SME entrepreneurs pay attention to in the composition of the accounting firm, it was found that the responsibility of the accounting firm service provider The accounting firm should focus on the development of knowledge and competence in the knowledge and understanding of the key principles in the implementation of accounting standards, codes of conduct, customer requirements, relevant regulations and

laws. Accounting office ethics section The accounting firm should give importance to the development of knowledge and competence in accurate disclosure complete enough is present reflection Real pictures within the right time not concealing facts or distorting material facts in terms of processes related to accounting firm customers Accounting firms should clearly focus on developing their knowledge and competence in arranging employment contracts. Subsequently, resource management of the accounting firm The accounting firm should give importance to the development of knowledge and abilities, should have the knowledge and understanding of the personnel who will perform the work. The next aspect is the operation of the accounting firm. The accounting firm should focus on the development of knowledge and competence, should clarify to personnel the purpose of additional training as necessary. in the field of monitoring and auditing of the accounting firm The accounting firm should focus on the development of knowledge and competence, should analyze the root cause of problems through monitoring, auditing and finding solutions. Document management section of the accounting firm Accounting firms should focus on the development of knowledge and competence. Should store data in electronic media. for services to meet customer needs Accounting firms should focus on the development of knowledge and competence should be consistent with the needs of customers or service recipients. Subsequently, legal services and lawyers Accounting firms should focus on developing their knowledge and competence in accounting firms should provide tax consulting services. and the last side Knowledge and understanding of accounting science Accounting firms should focus on the development of knowledge and competence, should have knowledge of accounting, finance and Other related topics.

VII. FUTURE RESEARCH

This research was conducted from a sample of SMEs in Phuket. Therefore, further research in the future should study information from the operator's side of the accounting firm and from relevant agencies to obtain more complete information and further research in the future should study information technology and other innovations that can be used to solve problems encountered from this research.

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